

Minutes ERA Board of Directors December 21st, 2016.

President Mike Dietrich called the meeting to order at 6:30 pm CDT.

Attendees: Art Glass, Alan Reynolds, Ronnie Charnes, Jessica Myers, Kenny Turner, Mike Schroeder, Stephanie Schroeder, Lynn Gross, Mike Dietrich, Ken Plourde, Bob Thomas, Alan Melton, Mike Mackey, Larry Hagemeister, Daren Roggentien.

1: Treasurers Report:

- a. Mike Schroeder presented a Profit and Loss Statement for the year to date.
- b. Mike reported a balance of \$37,241.61 in the ERA Checking Account with all bills paid in full.

2: Membership Report:

- a. Scott Scharrer was unable to attend the meeting.

3: Technical/Training Committee Report:

- a. Lynn Gross reported that there has not been any activity for the month. Lynn added that there will be 2 speakers for the Allegiant Battery Seminar at the 2017 ERA Trade Show.

4: ERA Exchange Magazine Report:

- a. Bob Thomas reported that the December issue of the Exchange Magazine was sent out the first week of December.
- b. Bob reported that the January issue is on schedule.

5: ERA Exchange Magazine Advertising Report:

- a. Stephanie Schroeder reported that the January issue of the Exchange Magazine went to the printers and is scheduled to be mailed out on December 28th.
- b. Stephanie informed that she is working on the February issue.

6: ERA Trade Show Report:

- a. Mike Dietrich reported that the ERA Trade Show Committee met on November 29th and everything is on track. Mike added that the 2017 Trade Show promotions will be starting in January 2017.
- b. Mike informed that he has been in contact with ERA Supplier Members on adding a link to their Web Sites with a video of the 2016 ERA Trade Show. Mike will be in contact with Jessica to announce this.

- c. Mike Schroeder reported that there have been 13 Vendor Booths rented, several 2017 Trade Show registrations and several Hotel registrations.
- d. Mike Schroeder reported that he has been in contact with the decorator.
- e. Jessica Myers informed that attendees to the 2017 ERA Trade Show will have an option to register online as well as a PDF that can be downloaded, printed and filled out and sent in.
- f. Mike Schroeder informed that there will be an announcement on the ERA Web Site as well as an announcement in the Exchange Magazine for Hotel reservations for ERA Members that would like to arrive early or stay after the ERA Trade Show dates.

7: ERA Web Site Report:

- a. Jessica Myers reported that the ERA Web Site had a glitch but the problem was taken care of other than that the Web Site has been running fine.
- b. Jessica informed that the ERA 2017 Trade Show information is almost ready to go live on the Web Site.
- c. A question was asked on the Web Site Rebuilder Maps. Jessica informed that the problem has been corrected and if anyone was having problems to please contact her.

8: Old Business:

a. Online Shipping Costs:

- 1: Mike Schroeder reported that he and Mike Dietrich have been working on the shipping costs and will need to table this to the January meeting.

b. ERA Forum Rules:

- 1: Ken Plourde reported that he has contacted the Committee Members but will need this tabled to the January meeting.

9: New Business:

a. ERA 2017 Budget Proposal:

- 1: Mike Dietrich reported that the ERA Budget Committee met on December 20th, and discussed a proposed budget that Mike Schroeder had prepared. Mike Dietrich informed that the only real shortfall was with the Exchange Magazine Advertising income. Mike Dietrich added that the Exchange Magazine is one of the main benefits to the ERA Members and felt that it should be looked at as a not for profit item.
- 2: Mike Schroeder informed that using the Quickbooks program has made the task of preparing a proposed budget a lot simpler. Mike then went over the line items and asked for questions. A question was asked on the cash basis and the accrual basis. Mike explained that the accrual basis is what Quickbooks looks at when invoices are generated and cash basis is income that has been collected. A question was asked on the ERA Office Rent. Mike informed that he will look into this. A motion was

made by Ken Plourde to accept the 2017 ERA Budget as proposed. A second to the motion was made by Ronnie Charnes. All ayes. Motion approved.

b. Membership Retention Proposal:

1: Mike Dietrich reported that he had spoken to Scott Scharrer on Membership Reports. Scott informed Mike that he was having problems creating the needed reports and felt that he did not have the time to do the job as it needs to be done. Mike contacted Mike Schroeder on this matter and Mike Schroeder came up with a proposal and presented it to the ERA Board of Directors (**see attached copy**). Mike Schroeder felt that the ERA needs to have someone that can contact a member and ask questions on why they are not renewing. This person would have to have knowledge of the benefits of belonging to the ERA. After discussion Alan Reynolds made a motion to accept the proposal as presented by Mike/Michele Schroeder for the Membership Retention Program. This position will be on trial basis for 1 year starting January 1st, 2017. A second was made by Ken Plourde. All ayes. Motion approved.

c. Nominating Committee:

1: Ken Plourde informed that he is the Chairperson for the Nominating Committee for 2017 and is asking for volunteers to serve on the Committee. Anyone that is interested please contact Ken.

Being no further business a motion was made by Mike Schroeder to adjourn the meeting. Ken Plourde made a second to the motion. All ayes. Meeting adjourned at 7:35 pm CST.

THE NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR JANUARY 18TH, 2017 AT 6:30 PM CST.

Respectfully submitted.
Daren Roggentien.
Secretary.